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Attorney Docket No.: 100809-16225 (SCEI 18.302)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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Serial No. : 09/780,995

Filed : February 9, 2001

Title : IN-CONTENTS ADVERTISING METHOD, IN-CONTENTS
ADVERTISING SERVER, AND PROGRAM-
TRANSFERRING MEDIUM FOR REALIZING IN-
CONTENTS ADVERTISING

Examiner : Raquel Alvarez

Art Unit : 3622

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Commissioner for Patents
P. O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT

Sir:

In connection with a Request for Continued (RCE) Examination Transmittal filed concurrently herewith, please amend the subject application as follows:

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